



Council of Western State Foresters

Publication Design – The True Cost of Wildfire

Request for Proposals

Issue Date: July 18, 2022

Submission Deadline: August 9, 2022 4:00 p.m. MDT

Email Request To: Sara Goodwin, Communications Director
info@westernforesters.org

Please include “Design RFP” in the subject line.

Background

The Council of Western State Foresters (CWSF) is a 501 (c)(3) membership association that is seeking to identify a contractor to design a publication using report text from *The True Cost of Wildfire* (report text will be provided). This request for proposal (RFP) is meant for contractors that are skilled in graphic design and communications.

Established in 1967, CWSF is a nonpartisan organization of state, territorial, and commonwealth foresters of the western states and U.S.-Affiliated Pacific Islands. State Foresters are charged with providing forest management assistance to landowners, managing state trust lands, and supplying wildfire and forest health protection services.

CWSF staff and members work closely with USDA Forest Service (Forest Service) personnel who manage federal lands, administer State & Private Forestry programs, and carry out research activities. This partnership combines the CWSF State Foresters with the Forest Service western Regional Foresters, western Research Station Directors, Forest Products Lab Director, and State & Private Forestry Directors. Through this partnership, formally called the Western Forestry Leadership Coalition (WFLC), partners come together to coordinate and collaborate on work across the west, and find alignment to be able to speak with a unified, clear voice on western forestry.

All inquiries related to this RFP are to be directed, in writing, to the email address on the front cover. Information obtained from any other source is not official and should not be relied upon.

Project Overview and Scope of Work

CWSF is seeking proposals from qualified parties to design a publication using report text from *The True Cost of Wildfire* (report text will be provided).

The True Cost of Wildfire in the Western U.S. report was originally published in 2009 and this designed publication will serve as a second edition update to the original 2009 report. The original report is available on the [WFLC website](#). The updated report text is currently being finalized and will be available in August 2022.

This Scope of Work includes but is not limited to:

- Plan/Review:
 - Schedule and host a kick-off meeting with WFLC Communications Director;
 - Read through draft report text to better understand content and purpose;
 - Review WFLC's branding guidelines;
- Activities:
 - Layout text and design publication in accordance with brand guidelines;
 - Incorporate provided photos, graphics, and maps;
 - Identify missing graphics/photos and request or design;

- Schedule checkpoints with WFLC Communications Director along the course of the project;
- Revise publication design as needed based on provided feedback;
- Package design files, coordinate printing, and delivery;
- Package PDF file for electronic publication; and
- Share final files with WFLC staff.

Deliverables

The end result of this project will be a designed True Cost of Wildfire report, available both as a print and electronic publication.

WFLC staff will be engaged with the contractor by facilitating the process and providing guidance and review. The contractor will ultimately be responsible for the layout, design, and delivery of the final product.

Upon completion of the project, CWSF and WFLC will own the rights to all project data, content, and materials.

Project Timeline and Budget

The final publication will be submitted no later than September 9, 2022. All work products and deliverables will become the sole property of CWSF and WFLC.

A maximum award of \$20,000 is available for completing the project. Please include your best estimate needed to accomplish the items outlined in the Scope of Work. Furnished equipment including computer and workspace will not be provided by CWSF and are expected to be provided by the selected proposer.

Submission and Evaluation Process

Proposals should be submitted no later than 4:00 p.m. MDT on August 9, 2022 to info@westernforesters.org with "Design RFP" in the subject line. Late responses will not be considered.

Proposal submissions must also include:

- A certification statement that the submitter is not presently suspended or debarred from conducting business with the Federal government;
- Completed Respondent Information Form (Appendix A);
- Statement of interest that references the solicitation and Scope of Work, a brief description of the individual or organization, and contact information;
- Resume outlining the Respondent's experience, the experience of key team members and a response to the experience criteria;

- Disclosure of any conflicts of interest;
- Budget proposal for this project;
- Recent sample work; and
- The principal of the company or organization must sign the submission. An electronic signature is acceptable.

Proposers shall have the following:

- Experience with elements as specified in the Scope of Work;
- Must not be suspended or debarred from conducting business with the Federal government; and
- Proven capacity to deliver project requirements on time and on budget.

Proposals for the contract award of this project will be evaluated by responsiveness to the RFP, proposed outcomes, and total cost. All RFPs and supporting documents, evaluation notes, and other information created during the process are confidential and will not be shared publicly. CWSF retains the right to cancel or amend the RFP, its contents, or the selection process.

The selected proposal will be notified by mid-August. Selected proposer will be required to provide proof of liability insurance and eligibility to work.

Questions

For questions regarding project scope, deliverables, proposal submission process, award and contracting, please contact:

Sara Goodwin
Communications Director
Council of Western State Foresters and Western Forestry Leadership Coalition
2255 Sheridan Blvd., Suite C-327
Edgewater, CO 80214
sgoodwin@westernforesters.org
303-893-0359

RFP APPENDIX A

Respondent Information Form

Provide the following information regarding the Respondent.

(NOTE: If Respondent is proposing as a team or joint venture with each entity signing the Contract, if awarded, each should complete this information. Subcontractor(s) are not co-Respondents and should not be identified here.)

| Question | Response |
|--|----------|
| Respondent Information | |
| Respondent Name: <i>(NOTE: Give exact legal name as it will appear on the contract, if awarded.)</i> | |
| Principal Address, City, State and Zip Code: | |
| Telephone number: | |
| Fax number: | |
| Website address: | |
| Year established: | |
| Provide the number of years in business under present name: | |
| Social Security number or Federal Employer Identification number: | |
| DUNS Number: | |
| Business Structure | |
| Indicate the business structure of the Respondent: Individual or Sole Proprietorship (List assumed name if any); Partnership; Limited Liability Company; For Profit Corporation; Nonprofit Corporation; Domestic; Foreign or Other (list business structure) | |
| Annual revenue: | |
| Total number of employees: | |

| | |
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| Total number of current clients/customers: | |
| Briefly describe other lines of business that the company is directly or indirectly affiliated with: | |
| List related companies: | |
| Printed name of contract signatory and title: | |
| Provide any other names under which Respondent has operated within the last 10 years and length of time under for each: | |
| Provide address of office from which this project would be managed (Address, City, State and Zip Code. Telephone number and Fax number): | |
| Contact Information | |
| List the one person who CWSF may contact concerning your proposal or setting dates for meetings. (Address, City, State and Zip Code. Telephone number and Email Address): | |
| Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization or departure of key personnel within the next twelve (12) months? | |
| Where is the Respondent's corporate headquarters located? | |
| Previous Contracts | |
| Has the Respondent ever failed to complete any contract awarded? If YES, state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract. | |
| Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to | |

| | |
|--|--|
| <p>complete a contract? If <i>YES</i>, state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.</p> | |
| <p>Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name? If <i>YES</i>, state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.</p> | |